

## **AMENDMENTS TO THE CLAIMS**

1. (currently amended) A method of distributing electronic media for display at a multiplicity of remote locations comprising:

- (a) creating a plurality of electronic poster kits each containing a plurality of posters;
- (b) posting said electronic poster kits on a web site;
- (c) permitting access by a subscriber to accessing said web site over the Internet to view a poster kit;
- (d) selecting by the subscriber from a remote location a set of posters from said web site;
- (e) customizing by the subscriber said selected set of posters from said remote location by transmitting data over the Internet;
- (f) transmitting said customized selected set of posters over the Internet to said remote location; and
- (g) displaying said customized selected set of posters on a screen designated by the subscriber.

2. (original) The media distribution method of claim 1 further comprising identifying a subscriber for said remote location and limiting access to a specific poster kit as a function of the identified subscriber.

3. (original) The media distribution method of claim 1 further comprising repeating each step.

4. (currently amended) The media distribution method of claim 3 wherein if step (d) is not repeated within a pre-established time interval, further comprising transmitting a default poster kit to [a] said remote location and displaying said default poster kit on the screen designated by the subscriber.

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5. (original) The media distribution method of claim 1 wherein if step (e) is not repeated within a pre-established time interval relative to step (d), default customized data is transmitted to generate said customized selected set of posters.

6. (original) The media distribution method of claim 1 further comprising periodically changing the posters displayed on said screen.

7. (original) The media distribution method of claim 6 further comprising continuously displaying contemporaneous information on said screen.

*a1*  
Claims 8 – 20 are canceled without prejudice to the filing of a continuing application.

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*a2*  
21. (new) A method of distributing electronic media for display at a multiplicity of remote locations comprising:

- (a) creating electronic posters;
- (b) posting said electronic posters on a web site;
- (c) permitting access by a subscriber to said web site from a remote location, said access permitting the subscriber to:
  - (1) view a plurality of said electronic posters;
  - (2) create a customized set of electronic posters by selecting one or more of said electronic posters from said plurality of electronic posters; and
  - (3) order delivery of said customized set of electronic posters over the Internet to a subscriber-designated remote location;
- (d) delivering said customized set of electronic posters over the Internet to said subscriber-designated remote location; and
- (e) displaying said customized set of electronic posters on a screen selected by said subscriber.

22. (new) The method of distributing electronic media of claim 21, comprising:  
receiving criteria for creation of said electronic posters from the subscriber; and

organizing said electronic posters into electronic poster kits according to said criteria.

23. (new) The method of distributing electronic media of claim 22, wherein said step of permitting includes identifying said subscriber and said method comprises:

limiting access by said identified subscriber to electronic poster kits organized according to criteria gathered from said identified subscriber.

24. (new) The media distribution method of claim 21, wherein if said subscriber does not create a customized set of electronic posters or order delivery of said customized set of electronic posters for a pre-established period of time, said method comprises:

delivering a default set of electronic posters to said subscriber-designated remote location; and

displaying said default set of electronic posters on the screen selected by the subscriber.

25. (new) The media distribution method of claim 22, comprising:

employing said criteria to generate a default set of electronic posters if said subscriber does not access said web site for a pre-established period of time;

delivering said default set of electronic posters to said subscriber-designated remote location; and

displaying said default set of electronic posters on the screen selected by the subscriber.

26. (new) The media distribution method of claim 21, wherein said step of displaying comprises:

periodically changing the electronic poster displayed on said screen.

27. (new) The media distribution method of claim 21, wherein said step of displaying comprises:

displaying news information on a portion of said screen contemporaneously with at least one electronic poster.

28. (new) The media distribution method of claim 21, wherein said access also permits the subscriber to:

(4) designate a time duration for the display of each electronic poster in said customized set of electronic posters; and

    said step of displaying comprises display of each electronic poster in said customized set of electronic posters in accordance with the time duration designated by the subscriber.

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